

Appn. Number 09/473,078

(Shkedi, Roy)

GAU 3622

Amnt. F

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REMARKS

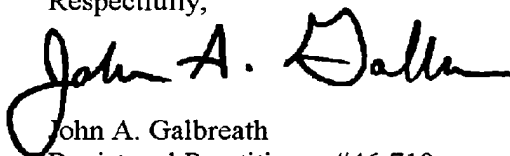
As agreed in the 1/11/05 interview, the amendments to independent claim 1 further clarify and define over the prior art, which does not disclose or suggest an advertiser response with economic values assigned to individual attributes within the response, or a spreading step wherein the responses are spread to form a number of combinations of various attributes. Similarly-clarifying amendments were also made to independent claims 68, 77, and 78.

In addition, since independent claims 1, 68, 77, and 78 define patentably over the prior art, the dependent claims in the application also define patentably, for the same reasons.

CONCLUSION

For all of the above reasons, Applicant submits that the claims all define patentably over the prior art. Therefore Applicant submits that this application is now in condition for allowance, which action they respectfully solicit.

Respectfully,

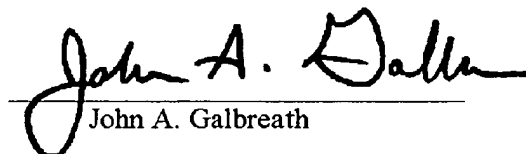


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Certificate of Fax Transmission: I certify that on the date below, this document and referenced attachments, if any, was faxed to the U.S. Patent Office at 703-872-9306.

12 January 2005


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